

ABSTRACT

Product information notification method and product information notification system wherein additional information for a product can be modified for each user, 5 allowing for an effective sales presentation. From a product information database 1 storing basic information for each product, basic information for a product group that a user wishes to look up is selected and presented to the user using product information presentation means 2; based on 10 user profile information obtained by profile information acquisition means 4, a display parameters processing unit 5 selects from an additional information database 3 corresponding additional information and presents this to the user using additional information presentation means 6.

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